

## Claims:

1. A method of promoting product sales in Internet transactions comprising:  
delivering display information to a customer side for ordering products by  
entering order information at the customer side for transmission to a seller  
side via the Internet;  
in response to an initial order entered at the customer side for a specified  
product and a specified quantity thereof that is in a first selected range,  
delivering order processing information to the customer side for said initial  
order;  
in response to an initial order entered at the customer side for a specified  
product and a specified quantity thereof that is in a second selected range  
higher than the first range, delivering to the customer side display  
information indicative of at least a first promotion functionally related to the  
initial order that is within said first range;  
in response to an entry of a first revised order at the customer side conforming to  
the first promotion, delivering to the customer side order processing  
information for said first revised order.
2. A method as in claim 1 including responding to an initial order entered at the  
customer side for a specified product and quantity thereof that is in a third range  
higher than the second range by delivering to the customer side display  
information indicative of at least a second promotion that is different from the first  
promotion and is functionally related to the initial order that is in said second  
range; and  
in response to an entry of a second revised order at the customer side  
conforming to the second promotion, delivering to the customer side order  
processing information for said second revised order.

1 3. A method as in claim 2 in which said first promotion is for a retail sales  
2 transaction and said second promotion is for a business-to-business transaction.

1 4. A method as in claim 3 in which said information indicative of a first promotion  
2 includes information regarding a difference between the initial order quantity and a  
3 quantity for qualifying for the first promotion.

1 5. A method as in claim 4 in which said customer side and seller side are at  
2 geographically remote locations.

3 6. A method of carrying out a sales transaction over a network such as the Internet  
4 from a customer side comprising:  
5 displaying a first screen at the customer side in response to which the customer  
6 enters information including an initial product order;  
7 displaying a second screen at the customer side that selectively includes  
8 information regarding at least one promotion functionally related to the  
9 initial product order, and offering the customer choices including  
10 confirming the initial product order and changing to a revised product  
11 order related to said at least one promotion; and  
12 displaying a third screen at the customer side containing information regarding  
13 status of the sales transaction following a response by the customer to  
14 said choices.

1 7. A method as in claim 6 in which the second screen includes the information  
2 regarding the at least one promotion when the initial product order meets or  
3 exceeds a selected minimum.

1 8. A method as in claim 6 in which the second screen includes the information  
2 regarding the at least one promotion only when the initial product order is within

1 a selected range.

1 9. A method as in claim 8 in which the range is in terms of quantity of items of the  
2 same product included in said initial product order.

1 10. A method as in claim 6 including displaying at the customer side information  
2 regarding a difference between the initial product order and an order that would  
3 qualify for the at least one promotion.

1 11. A method as in claim 6 in which the second screen includes information  
2 regarding a first selected promotion when the initial product order is within a  
3 selected first range but a second selected promotion when the initial product  
4 order is in a second range.

1 12. A method as in claim 11 in which the second range is higher than the first.

1 13. A method as in claim 11 including displaying at the customer side information for  
2 a business-to-business sales transaction when the initial product order is in the  
3 second range.

1 14. A method as in claim 11 including displaying at the customer side order  
2 processing information for a retail sale when the initial product order or the  
3 revised product order is in a first range but for a business-to-business sale when  
4 the initial product order or the revised product order is in a second, higher range.

1 15. A method of carrying out a sales transaction over a network comprising:  
2 displaying an ordering screen at a customer side containing information  
3 regarding at least one product and entering an initial product order  
4 including information identifying a product and quantity being ordered;

5 displaying a promotion screen at the customer side containing information  
6 regarding at least one selected promotion when the initial product order  
7 has a selected characteristic but not otherwise;  
8 providing for the entry of a revised product order at the customer side following a  
9 display of said at least one selected promotion; and  
10 completing the sales transaction in accordance with said revised product order  
11 when such is entered but in accordance with the initial product order when  
12 the at least one selected promotion was not displayed because the initial  
13 product order did not have the selected characteristic or when no revised  
14 product order was entered, but processing the sales transaction in  
15 accordance with the revised product order when such was entered.

1 16. A method as in claim 15 in which said characteristic includes a quantity of  
2 products included in said initial product order.

1 17. A method as in claim 16 including displaying at the customer side a promotion  
2 screen for a retail sales transaction when said selected characteristic is  
3 indicative of a retail order but a promotion screen for a business-to-business  
4 sales transaction when the selected characteristic is indicative of a business  
5 order.

1 18. A method as in claim 17 in which the selected characteristic is at least one a  
2 quantity of a product and a total price of said initial product order.

1 19. A method as in claim 18 in which said promotion screen is for retail transaction  
2 when at least one of a quantity of products and total price of said initial product  
3 order is within a first range but is for a business-to-business transaction when at  
4 least of a quantity of product and a total price of said initial product order is in a  
5 second, higher range.

1     20.   A system for promoting product sales in Internet transactions comprising:  
2           a customer side computer facility and a seller side computer facility each coupled  
3                 with the Internet and sending information to the other only over the  
4                 Internet;  
5           said customer side facility having a display for information received from the  
6                 seller side facility and an information entry device for entering information  
7                 sent to the seller side facility through the Internet;  
8           said customer side facility sending to the seller side facility information indicative  
9                 of an initial order for a product and, depending at least on the quantity of  
10                the product, the seller side facility responding by executing the order or  
11                sending to the customer side facility information describing at least one  
12                promotion functionally related at least to said quantity;  
13           said customer side facility selectively responding to said information regarding  
14                said promotion by sending to the seller side facility information indicative  
15                of a revised order conforming to said promotion; and  
16           said seller side facility responding to a revised order from the customer side  
17                facility by executing the revised order rather than the initial order.